



Sunday, September 24, 1916.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most interesting letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

ONE of the most conspicuous things in The Tribune is the cigarette advertisements. I wonder what kind of a mind it takes to draw the distinction between cigarette advertising and beer advertising. High moral positions are all right; the only trouble with them is that you have got to go all the way in order to be consistent.

MILTON WEBER.

If absolute consistency were a prerequisite, there would be no high moral positions. There couldn't be. But to answer Mr. Weber's liquor criticism concretely: One of the most pernicious sides to liquor advertising is that it advertises liquor as a food, as a tonic, as anything except liquor; tobacco is advertised and sold for exactly what it is—it does not meet the standards of our advertising columns. When it is advertised as a voice-stimulant, a tonic for athletes or a relief for nervousness it sins as badly as this liquor advertising which disguises itself.

Contrast legitimate tobacco advertising with the instance cited in this letter:

This is the Wilson Whiskey advertisement as I have seen it in today's Times:

You'll seldom find the moderate man in difficulty.

Rather his face, his bearing, his every gesture, spell success.

And it's the moderate man who for 100 years has demanded a wonderfully mild and mellow Whiskey—Wilson—REAL Wilson—That's All.

Hurray! Oh, Benny, you bonehead, you poor, deluded 'teen-year-old sinner! You've been scratching your head and all this time it's been right under your nose. Pop said it was because he was, Cicerio; get up at five and work till ten at night. But it's all wrong, Cicerio; none of that. I just have to be moderate and stay moderate by drinking REAL Wilson Whiskey. I bet you won't find me in trouble in a hurry. Not on your life! The key to success? Whoop!

BENJAMIN P. SAFRAN.

Its absurdity is as apparent to the man who thinks as its vicious insidiousness is effective on the man who does not think.

IN THE course of my business, which is explained by this letterhead (window cleaning), I naturally come in contact with business houses and people of almost every description. There is, however, one store where my men do the cleaning, and where I personally collect the bill, that does deserve special mention in your very meritorious columns.

The store I have in mind is owned by one T. C. Dunham, situated at 68 Murray Street. It is a very modest and unassuming paint and varnish store. Its one feature, however, raises it on a par with some of the city's leading stores, viz.:

WE DO NOT SUBSTITUTE.

The policy of this store is: "We give you what you ask for." If we do not carry in stock the article you wish, we will get it for you, regardless of expense to us.

What we want is not only customers, but pleased customers.

Now, Mr. Ad-Visor, I know that every word in this little statement is meant. Don't you think that a man who displays such a declaration and at the same time stands back of it is a credit to the city's honorable merchants and to the city itself?

D. A. WALLACH.

He is. And that there are more like him is evidenced by our correspondent's own letterhead. "We guarantee satisfaction," it says. Window cleaning apparently makes a man look out on the world clearly and see things as they are. Lots of people would see less that is objectionable if they kept their own panes spotless.

WHILE meandering along Chambers Street one day my eye was attracted by the Harry Lee Company sign, exploiting their "Slotted Throat" racket, and I was duly impressed with one containing the following legend:

The Slotted Throat imparts extra speed to your service, extra speed to your drive and extra speed to your smash."

This was all I need to make a real player of me. A substantial improvement in the speed of my strokes was all I required, as I cheerfully parted with \$5.00 for one of their rackets called the "Breadnought Driver." The name, I must admit, impressed me considerably.

Fortified with my newly found treasure and the assurance of the clerk who sold it to me, that I would notice a material improvement in my game as soon as I played with it, I sought a few friends who had heretofore made it a habit of beating me continuously at the game, and beseeched them to come out and take a licking from me.

I landed a prospective victim and "Breadnought Driver" and all. Believe me, it was good I was prepared, for it was some slaughter. I never liked to lose so bad at the game before. The racket, instead of increasing the power of my stroke, somehow seemed to decrease it.

To possess this racket, which I like it loads better than any other I've used. It's a good looking racket and an easy one to handle. But it does not increase the power or speed of my stroke, and, therefore, as far as my experience is concerned, the claim of Harry C. Lee & Co., to the effect that it is a "slotted" racket, is unfounded.

My point, if worthy of your consideration, is that a racket, which I know are mighty good rackets for the price, without making baseless claims as to what their rackets can do with respect to increasing the speed of one's play?

J. D.

To which The Ad-Visor replies: Why don't they? As matters stand we are obliged to call a double fault—one on the writer of the sign, one on the clerk who backed it up.

I SMOKE a pipe a good deal, and every once in a while I get a fool notion to try some new brand of tobacco—some kind that I have never smoked before. When in this mood, all I need to see is an unfamiliar label on a tin box, and I invest.

Some months ago I saw a newspaper ad of a new mixture, to be had only at a store in East Forty-fifth Street, and made up my mind to get some if I was in the neighborhood.

Yesterday I was at Forty-second Street and Madison Avenue and decided to walk up to Forty-fifth and get some of this mixture. On my way I passed Charles & Co.'s place and noticed a picture of a man on a tobacco box on display in the window. It had a curious picture on it—a picture of a man in a suit and a couple of Mercuries. I could almost taste the nut brown flavor of the tobacco by looking at the label. I decided to let the Forty-fifth Street place go and to buy some of this. Which I did.

So I went on up to Forty-fifth Street and got a box of the other kind. The label on this had no picture on it—it was plain white, with black lettering very refined and exclusive. Only the very finest tobacco could have a label like that. Price, 90 cents.

When I got out on the street I took both boxes out of my pocket to examine them, weigh them, and fondle the labels. They seemed to me pretty much the same size and shape, and exactly the same shade of green. What is more peculiar is that the bottoms of the boxes were alike as two peas; each bore the same union label and the same factory label—in fact, it was the same factory. To be brief, the boxes were exactly alike, the only difference being in the labels pasted on top.

When I got home I sampled my purchases. They looked the same; they felt the same; they smoked the same; they were the same.

Not that it isn't mighty good tobacco.

Don't get the idea that this is a knock; nor is it a boast—it's just a chuckle. I thought you might be interested to know that here at least is a case which by another name smells a nickel's worth sweeter.

E. B.

"Where ignorance is bliss, it is folly to be wise." All of which suggests quite irrelevantly, that perhaps The Ad-Visor has unwittingly spoiled the morning for many a reader by letting him know that he had been stuck. If you don't know that you are stuck, after all, are you? What any one buys, in the last analysis, is not merchandise, but satisfaction. If you weren't told that you shouldn't be, perhaps you might continue to be satisfied. Then again, perhaps not.

But is a pipe dream ever as gratifying as a pleasant actuality?

THIS is in appreciation of one of your advertisers—the Hotel Theresa. I arrived in downtown New York Sunday morning, intending to go on to Philadelphia and return to New York Sunday night. So I phoned the Theresa, asking reservation of a single room and bath at \$2.00 as high as a floor as possible. This was agreed to, and when I returned Sunday night the hotel offered me a suite in place of the single room, the single room being filled.

BUT, they gave me the suite at the price of the single. They did this for three nights.

Miraculous! I have been in New York many times, but no hotel ever acted this way before.

AN UPSTATER.

Hotel guests, perhaps more than patrons of any other sort of establishment, are susceptible to kindness or snubs. And good hotel men know this and do the one thing more than is expected. And the guest, out of his half-lonesome heart, fairly bubbles forth his appreciation. Psychologists, these hotel men.

The next Ad-Visor will appear Tuesday, September 26.

INFANTILE PARALYSIS IN ALL BOROUGH

Borough.	New Cases.	Deaths.
Manhattan.....	13	9 2 3
The Bronx.....	2	3 1 2
Brooklyn.....	4	5 2 5
Queens.....	7	3 2 1
Richmond.....	0	0 0 0
Totals.....	26	20 7 11
Total cases to date, 8,855.		
Total deaths to date, 2,233.		

FAMILY PARALYSIS VICTIMS

Entire Income Cut Off, Appeal for Aid Is Made.

The epidemic of infantile paralysis has spelled disaster for the Underwood family, who are in need of immediate help. A large family, poor health and increasing competition in the restaurant business all helped to drive Mr. and Mrs. Underwood to the verge of destitution. The father finally contracted the disease and had to give up his work. But the fourteen-year-old boy secured a position for the summer and Mrs. Underwood took two little girls in her home to board, receiving \$4 a week from the parents who were ill.

Then came the paralysis plague. One of the little girls fell ill and died. The other little girl was sent away and the house quarantined. As a result of the quarantine the boy lost his job and the entire income of the family ceased. The mother has appealed for aid to the Brooklyn Bureau of Charities, 69 Scherhorn Street, and the bureau plans to help them along until the boy can work again and a position can be secured for one of the older girls. Large and small contributions toward a fund for this purpose are appealed for, and may be mailed to the bureau marked "For 9255TR."

71ST MEN ON LEAVE EXPLORE NEW YORK

Soldiers Freed from Armory Until Monday Morning.

Happy as sailors on shore leave, members of the 71st Regiment, with the exception of Company E, which was held to guard the building, left their armory at Park Avenue and 34th Street yesterday afternoon, on leave until 9 o'clock Monday morning. Swinging home from tree branches and felled at one end with a brass cartridge and at the other with a pointed shell, which they had not seen since June. Others hurried home to wives and families, whom they had seen only briefly since their return to New York Thursday morning. Their uniforms were conspicuous throughout the city last night.

Neither the 71st nor the 14th Regiment, of Brooklyn, expects to be called out on strike duty by Governor Whitman. Both organizations are still in the Federal service, and, according to Colonel John H. Foote, of the 14th, only President Wilson could call them for such duty at this time.

It was said that the 71st was no truth in the rumor that the troops had been returned to the city because of the possibility of a general strike.

COLUMBIA EXPECTS 17,000 ENROLLMENT

Gain of 1,000 Students Predicted for Opening Wednesday.

A new record for student attendance at Columbia University, which will open on Wednesday, is indicated by registration figures in hand. More than 16,000 students are enrolled in the different schools last year. The prediction is that there will be at least 1,000 more this season. Owing to the European war, a large number of fellows and holders of research scholarships have chosen Columbia instead of Germany, France and English institutions.

Two new schools, a School of Business and a School of Dentistry, have been added to the university. The business school, under the direction of Dr. J. C. Egbert, director of the summer session and extension teaching departments. The newly allied Columbia Dental School and School of Dental Hygiene will be conducted at the Vanderbilt exercises marking the opening of the 1916 academic year, which are second in importance to the commencement exercises in June, will be held in the gymnasium on Wednesday and will be presided over by President Nicholas Murray Butler.

DR. HORNADAY SEEKS \$30,000 BY OCTOBER 1

Building for Heads and Horns Collection in Balance.

If the New York Zoological Society is to obtain a building which to exhibit its noted collection of heads and horns \$26,000 must soon be forthcoming.

Dr. W. F. Hornaday, director of the Zoological Park, must raise the needed amount by October 1 or lose two \$10,000 subscriptions already obtained. The project calls for an \$80,000 outlay. Mrs. Russell Sage, Mrs. Frederick Ferris Thompson, John D. Archibald, James C. Watson, George F. Baker, Jacob H. Schiff and George F. Baker have each contributed \$10,000 each, two of them conditionally.

"I am trying to do something for the millions of New York," said Dr. Hornaday yesterday, and the lack of money for all the blocks the rest of this great project. Small subscriptions won't do. Three donations of \$10,000 each is what we need."

The heads and horns collection is housed temporarily in the administration building at the park. It contains 850 specimens and has been called the finest collection in the world.

PIER FOREMAN TRAILED AND SHOT DEAD AT BAR

Murdered by Wharf Thieves for Revenge, Police Believe.

Thomas Cavanaugh, a foreman of loaders on the Cunard pier, entered a saloon at Ninth Avenue and Sixteenth Street yesterday morning. Two men followed him. As Cavanaugh reached for the glass of beer with which he topped off his night's work one of the followers shot at him.

The bullet struck Cavanaugh in the head, killing him outright. His assailants ran out before the bartender got a glimpse of them. The police believe they were wharf thieves with whose depredations Cavanaugh had interfered.

Cavanaugh's home was at 418 West Seventeenth Street. He was married and had five children.

Law Student Ends Life.

After a year of studying law at night and working as a shipping clerk during the day, Albert Fein hanged himself yesterday at his home, at 1622 Washington Avenue, The Bronx. He was twenty-three years old.

NURSES TO GUARD SCHOOL OPENING

Pupils and Teachers To Be Examined on Entering Buildings.

WALLS ARE SPRAYED WITH AN OIL VAPOR

New Cases Decrease, but Death Rate Appears on Increase.

An increase of six in the number of new cases of infantile paralysis and a decrease of four in the number of deaths were shown in the reports of the Department of Health yesterday, as compared with Friday's figures. The new cases were 26, and the deaths 7.

Trained nurses will be on duty at each school building when the public schools open to-morrow. Dr. John S. Billings, Deputy Commissioner of Health, said yesterday that every child and teacher will be questioned and examined by the nurses, and those who live at addresses where cases of infantile paralysis have been reported within the last two months will be sent home at once. They will not be permitted to attend or conduct the schools until conditions in their homes have been investigated by the Department of Health, and until they have spent two weeks under semi-quarantine regulations.

The Department of Health, with the aid of and cooperation of Dr. C. Ward Crampton, director of physical training of the Board of Education, has made extensive plans to safeguard the health of the children of school children and prevent the spread of the infantile paralysis epidemic. In every classroom yesterday afternoon janitors were busy with the oil vapor which was adopted after extensive experiments had demonstrated its power to destroy disease germs. A campaign of education was also being conducted among the teachers by means of lectures during the Teachers' Institute, which closed Saturday, and also by means of printed forms and pamphlets of instruction issued to the teachers yesterday. By these methods the teachers have been taught how to detect the more apparent signs of contagious diseases, and the Department of Health hopes by these means to prevent an outbreak of the disease in the schools, but to lessen the incidence of other diseases as well.

Cases Are Decreasing.

Health Commissioner Haven Emerson said yesterday that the increase of six cases over the reports for Friday should not be considered as an alarming occurrence. He pointed out that during the last week there have been only 160 new cases and 58 deaths, or one new case and one death for every 254 cases and 84 deaths for the preceding week.

"The epidemic is subsiding as rapidly as can be expected," said Dr. Emerson. "The cases reported during the week just ended averaged 13 a day less than during the preceding week, and if there is the same decrease next week the epidemic will really be at an end. We can expect an average of seven or eight cases a day next week, and we believe the total for the week will be less than 100. This belief is based on the rate at which the epidemic has subsided since it reached its crest, about six weeks ago."

The Department of Health yesterday made public figures showing that the death rate in the present epidemic is 25.3 per cent, or 23.3 deaths for every 92 cases, the highest rate ever recorded for an infantile paralysis outbreak.

The death rate appears to be mounting as the epidemic recedes. The last week it was 36.25, while for the preceding week it was only a little over 33 per cent. The death rate for the entire epidemic in the city of New York is 25.3 per cent, in Manhattan between 25 and 26 per cent, in Brooklyn between 24 and 25 per cent, in the Bronx between 23 and 24 per cent, and in Richmond between 19 and 20 per cent.

Cases in the State.

The department's Bureau of Preventable Diseases is also compiling figures showing the percentage of deaths among those who have been quarantined and treated in their homes and those who have been taken to the hospital.

The State Board of Health at Albany received reports yesterday of twenty-six new cases in the state outside of New York City.

There are seven in Newark, two each in Jersey City, Trenton and Franklin, and one each in Midland Park, Borough, Camden, Ocean City, West Orange, Nutley, Hamilton Township, Ocean Grove, Dover, Bernards, Elizabeth, Roselle, Plainfield and Belleville.

Seven new cases were reported in Connecticut. That state now has had 245 cases since the epidemic began.

The addresses at which new cases and deaths were discovered in New York City yesterday are as follows:

New cases: Manhattan, 436 Cherry St., 331 East 86th St., 292 East 74th St., 509 East 79th St., 645 West 49th St., 545 West 133d St., 505 East 12th St., 531 East 86th St., 209 East 16th St., 360 Ave. A, 341 West 49th St., 119 West 135th St., 167 West 129th St.

Deaths: Manhattan—502 West 148th St., 545 West 129th St., New cases, Bronx—1904 Crotona av., 1542 Minford Place, 415 East 159th St., New cases, Brooklyn—368 Union St., 76 Bay 23d St., 174 Monitor St., 215 Johnson av., 324 Knickerbocker av., New cases, Queens—314 41st Place, Ridgewood; Pierson Place, near 5th St., Woodside; 28 Polk av., Woodside; 7 Ramsay st., Winfield; 316 South St., Jamaica. Deaths, Queens—481 Steinway av., Astoria; 746 11th av., Astoria.

OPERATION TO-SAVE WHIP'S LIFE

Walter Kelly Still Unconscious at White Plains Hospital.

Walter Kelly, whip for Felix M. Warburg, who was thrown from his polo pony when it ran into a pony owned by Nathaniel C. Reynal at the Godfrey Farm Horse Show Friday afternoon, has remained in a state of coma in the White Plains Hospital ever since the accident. He received a compound fracture at the base of the brain.

A delicate operation will be performed to-day in an effort to save his life.

Orders by Mail, or Chelsea 3800 will be promptly filled

HEARN

Fourteenth Street

West of Fifth Avenue

14TH GREAT FALL SALE

Begins Tomorrow, Monday

This Is Our Method of Opening Season

STRAIGHT-FORWARD MERCHANDISING, CONCENTRATING UPON VALUE

Up-to-the-Minute Styles—Big Stocks, Bought with Cash—Energy—Enthusiasm
Let These Prices Do the Talking—Qualities Are Dependable

FALL SALE SPECIALS

For To-morrow and Tuesday

\$1.45 Linen Table Damasks.....1.08

70 inches wide—Bleached—Heavy quality—good assortment of well patterns—just now this is an offering that cannot be appreciated too much. Limit 7 yds.

89 ct. Lunch Cloths......57

Mercedized—Bleached—hemmed ready for use—new floral patterns with attractive borders. Limit two.

35 ct. Linen Damask Towels.....25

18x35 inches—Bleached—conventional and others—Hemstitched. Limit one dozen.

22 ct. Turkish Towels.....10

21x43 Bleached—these absorbent towels—white terry stripe borders—will sell by the hundred on sight. Limit one dozen.

Diapering—10-yd. piece.....84

excellent quality—absorbent—18 inches wide—Bleached—20-inch—val. .38

22-inch—val. .50

24-inch—val. .52

26-inch—val. .54

28-inch—val. .56

30-inch—val. .58

32-inch—val. .60

34-inch—val. .62

36-inch—val. .64

38-inch—val. .66

40-inch—val. .68

42-inch—val. .70

44-inch—val. .72

46-inch—val. .74

48-inch—val. .76

50-inch—val. .78

52-inch—val. .80

54-inch—val. .82

56-inch—val. .84

58-inch—val. .86

60-inch—val. .88

62-inch—val. .90

64-inch—val. .92

66-inch—val. .94

68-inch—val. .96

70-inch—val. .98

72-inch—val. 1.00

74-inch—val. 1.02

76-inch—val. 1.04

78-inch—val. 1.06

80-inch—val. 1.08

82-inch—val. 1.10

84-inch—val. 1.12

86-inch—val. 1.14

88-inch—val. 1.16

90-inch—val. 1.18

92-inch—val. 1.20

94-inch—val. 1.22

96-inch—val. 1.24

98-inch—val. 1.26

100-inch—val. 1.28

102-inch—val. 1.30

104-inch—val. 1.32

106-inch—val. 1.34

108-inch—val. 1.36

110-inch—val. 1.38

112-inch—val. 1.40

114-inch—val. 1.42

116-inch—val. 1.44

118-inch—val. 1.46

120-inch—val. 1.48

122-inch—val. 1.50

124-inch—val. 1.52

126-inch—val. 1.54

128-inch—val. 1.56

130-inch—val. 1.58